

WHAT IS CLAIMED IS:

1. A method for facilitating computer based access to a location on a network by a consumer witnessing a presentation, comprising the steps of:

5 providing a visual cue during the presentation apparent to the consumer and indicative of a relationship between the visual cue and the presence of the location on the network; and

releasing a launch signal in association with the visual cue wherein a computer having an input device responsive to the launch signal is enabled thereby to access the location on the network upon the appearance of the visual cue.

2. The method of Claim 1, further comprising the step of:

attracting the consumer's attention to the computer for interacting with the location on the network in association with the access thereto.

3. The method of Claim 1, wherein the step of providing a visual cue precedes the step of releasing the launch signal.

4. The method of Claim 1, wherein the step of releasing the launch signal precedes the step of providing a visual cue.

5. The method of Claim 1, wherein the steps of providing the visual cue and releasing the launch signal occur substantially simultaneously.

6. The method of Claim 5 wherein the steps of providing the visual cue and releasing the launch signal occur substantially within a predetermined interval of time.

7. The method of Claim 1, comprising the step of:
animating the visual cue during its appearance wherein the animation is
accompanied by the launch signal.

8. The method of Claim 7, comprising the steps of:
detaching one or more moving segments from a stationary portion of the
visual cue; and

5 traversing a path with each detached segment about the stationary
portion of the visual cue to a predetermined position adjacent thereto.

9. The method of Claim 8, wherein the stationary portion of the visual cue
forms an alphanumeric character and the moving segment resembles a punctuation
mark.

10. The method of Claim 8, wherein the stationary portion of the visual cue
forms an iconic figure and the moving segment resembles an element of said iconic
figure.

11. The method of Claim 1, wherein the step of releasing a launch signal
comprises the step of:
providing a sound signal having a recognizable characteristic that is
identifiable each time it occurs.

12. The method of Claim 11, wherein the step of providing a sound signal
comprises the step of releasing a launch signal that is not audible to a human.

13. The method of Claim 12, wherein the frequency of the sound signal is
outside the range of human hearing.

14. The method of Claim 12, wherein the intensity of the sound signal is below the threshold of human hearing.

15. The method of Claim 1, wherein the step of releasing a launch signal comprises the step of:

providing a light signal having a recognizable characteristic that is identifiable each time it occurs.

16. The method of Claim 1, wherein the visual indicia includes a logo.

17. The method of Claim 1, wherein the presentation witnessed by the consumer includes a program having audio and video content.

18. The method of Claim 1, wherein the presentation witnessed by the consumer includes a broadcast communication having audio and video content.

19. The method of Claim 1, wherein the presentation witnessed by the consumer includes a live presentation.

20. The method of Claim 1, wherein the presentation witnessed by the consumer includes a recorded presentation.

21. A method for interfacing a user to the result of a control action while the user is viewing a first viewing surface, comprising the steps of:

providing the user a visual cue proximate the first viewing surface;

5 providing a control signal in conjunction with the visual cue, the control signal causing a control action to be taken on a user device that will cause the user device to undergo a control action to provide the result of the control action; and

wherein the visual cue is operable to train the user to anticipate the result of the control action after viewing thereof.

22. The method of Claim 24, wherein the step of providing to the user a visual cue proximate to the first viewing surface comprises the step of providing to the user a visual cue on the first viewing surface at a predetermined location thereon.

23. The method of Claim 22, wherein the first viewing surface is operable to provide to the user a broadcast video program.

24. The method of Claim 23 and further comprising, wherein the step of providing the user a visual cue comprises providing a distinct visual cue such that the visual cue can be perceptibly discriminated from the broadcast program.

25. The method of Claim 23, wherein the broadcast program includes audio in association with the broadcast program.

26. The method of Claim 21, wherein the step of providing a control signal in conjunction with the visual cue comprises providing an audio control signal.

27. The method of Claim 21, wherein the user device is a computer having a display associated therewith as a second viewing surface and the result of the control action is to provide information on the display and wherein the control signal is operable to cause the display to provide on the associated display information that is

5 associated with the presentation of the visual cue to the step of providing the visual cue to the user.

28. The method of Claim 27, wherein the step of causing the computer to display information comprises steps of:

connecting the computer through a network to a remote site on the network in response to receiving the control signal; and

5 after connecting to the remote site, returning from the remote site to the computer information associated with the control signal.

29. The method of Claim 28, wherein the visual cue is operable to train the user to view the displayed information after the step of providing to the user a visual cue.

30. The method of Claim 21, wherein the step of providing a control signal occurs before the step of providing the user a visual cue.

31. The method of Claim 21, wherein the step of providing the user a visual cue and the step of providing the control signal occur substantially simultaneously.

32. The method of Claim 21, wherein the step of providing to the user a visual cue occurs prior to the step of providing the control signal.